

## MINUTES

MEETING OF: CARLSBAD ARTS COMMISSION  
DATE OF MEETING: Thursday, Mar. 2, 2017  
PLACE OF MEETING: Dove Library Board Room  
1775 Dove Ln  
Carlsbad, CA

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### CALL TO ORDER:

Chair Aaron Alter called the meeting to order at 9:00 a.m.

### ROLL CALL:

Present: Commissioners Alter, Barker, Breslaw, Jadhav, Markovits, Schmidt & White  
Absent: None  
Staff: Library & Cultural Arts Director Heather Pizzuto; Cultural Arts Manager Richard Schultz; Community Arts Coordinator Megan Gilby; Community Arts Coordinator Tonya Rodzach; Programs and Venues Coordinator Karen McGuire; Park Planner Barbara Kennedy; Sr. Office Specialist Megan VanZandt

### APPROVAL OF MINUTES:

By proper motion, the minutes of the Arts Commission meeting of Feb. 2, 2017 were approved (7-0-0-0).

### DISCUSSION/ACTION ITEMS

#### Pine Avenue Community Park Proposed Public Art Design

Programs and Venues Coordinator Karen McGuire gave background on the Pine Ave Park Request for Qualifications (RFQ) process. Over 80 artists responded to the RFQ including many Southern California Artists. The RFQ was looking for artists with experience in large scale projects. The Cultural Arts Manager, Programs and Venues Coordinator Karen McGuire and public art consultant Gail Goldman reviewed the artists and determined the top five artists to present to the public art advisory committee. The committee was made up of architects, landscape architects, city staff, arts commissioners and area residents including a teen representative. After much discussion, the committee selected Jenna Didier. On September 12, 2016, the artist participated in a public art meeting with internal and external stake holders in order to obtain input from the community to guide her design. On November 3, 2016, the artist presented her design to the public art advisory committee. On December 1, 2016, the artist presented her refined design to the public art advisory committee again. The committee approved the design and recommended that the design be forwarded to the arts commission for review. This meeting was followed by a presentation by the artist at a Barrio Carlsbad meeting. On December 3, 2016, a second public meeting followed by an art-making workshop

were held to present the refined design to the community, with extensive notices to the surrounding neighborhoods and the community. The design was subsequently posted on the city's website for additional feedback. Jenna gave a presentation on February 13, 2017 to the Parks and Recreation Committee for their feedback.

Cultural Arts Manager Richard Schultz introduced public artist Jenna Didier to the arts commissioners along with public arts consultant Gail Goldman. Jenna Didier showed a PowerPoint presentation about the park plan and garden area and her design with great detail. After the presentation and discussion about details of the work, the arts commission voted to approve the public art design to go to Carlsbad City Council (7-0-0-0).

#### Arts and Culture Master Plan Update

The commission received an overview of the Arts and Culture Master Plan process and timeline by Lynn Osgood, a representative of the consultant firms Metris/Go Collaborative.

Go Collaborative works with planning, policy and projects around the arts, specifically around creative place making. Creative place making is where the arts and municipalities work together to further community development goals utilizing the arts.

The process involves speaking to as many people as possible to figure out where the opportunities are and start stitching those ideas together for programs and policies that further the city's goals for the arts.

The project will involve three phases: discover, envision and develop. It should be understood that an arts and culture plan may be broadly defined to include things other than traditional visual and performing arts and may include also food, culture, history, etc.

In the discover phase, stakeholders will be identified and there will be one-on-one interviews along with multiple focus groups including artists, arts educators, arts organizations and others. A few weeks after Go Collaborative will implement the envision phase where they will launch a large community online survey to discover how people use the arts and to gather the ideas and inspiration of community members. Gathered information will be shared in community meetings where members of the community and local businesses will be invited to attend and offer feedback.

After the envision phase, Go Collaborative will work on developing the action plan. After developing an action plan, a community meeting will be held where the ideas are presented to the public. This will happen prior to the information being brought before the Arts Commission and City Council to give the community a chance to vet the plan and make sure the community member's ideas and concepts are well represented.

After completion of Lynn Osgood's presentation, the arts commissioners discussed the process and their comments and concerns regarding the process including involving the Arts Commission and City Council throughout the process.

#### CHAIR'S REPORT

Chair Alter expressed his hope of bringing art to all parts of the city, not just the tourist areas. He would like to see empty store fronts and other underused areas utilized to bring temporary



art to all parts of the city. He also pointed out that the arts have a great potential for bringing additional revenue into the city.

Alter pointed out that a concert held in another city was well attended because they have cultivated a culture of consistent, ongoing concerts. Therefore, when a concert is held in the city, there is already a built-in audience. Cultural Arts has created a built-in audience with Foreign Film Fridays and TGIF Concerts in the park, but should also cultivate an audience here with the Ruby G. Schulman Auditorium. Alter expressed that if there were regular concerts musicians and other performers would rent the facility for paid concerts because of the culture of audience already established. The Carlsbad Library complex could be a draw for ongoing arts performances.

### CULTURAL ARTS MANAGER REPORT

Three-Part-Art gallery education program connected to the 2017 *Juried Biennial* exhibition is wrapping up today. There were a total of 34 first through fifth grade classes participating in the program which included over 900 students and 250 adult chaperones participating in the program. Casa de las Campanas, OSHER and Silverado Memory Care group toured last week. These three tours are just a small part of an increasing effort to host adult groups for exhibition tour experiences to the 50+ population including lifelong learning programs and assisted living organizations.

Family Open Studios took place on Saturday, Feb. 11 with over 130 participants who viewed the current exhibit 2017 *Juried Biennial* exhibition and created a watercolor painting using a wax resist technique.

Carlsbad Reads Together celebration and author talk took place last Saturday, Feb. 25. Approximately 300 to 400 came through the celebration and 127 attended the author talk. Cultural arts staff and volunteers managed the coordination of the decorations, mariachi music by Mariachi Lindas Mexicanas along with a bowling activity and art in the stacks. Cultural arts was happy to take part in a larger department event.

On Wednesday, Feb. 15, cultural arts staff and volunteers went out to JIVE Expo (Jobs, Internships, Volunteering and Education Expo) at Sage Creek High School to recruit for Summer Arts Camp Counselors. Staff is working on beginning the recruitment process for their Summer Arts Camps by reaching out to over 35 potential teens who expressed interest at this event.

Two films upcoming for Foreign Film Fridays:

March 3: *The Good, the Bad, the Weird* (North Korean western comedy)

March 17: *A Man Called Ove* (Swedish – one of the finalists for Best Foreign Language film at the Academy Awards).

*Juried* Exhibition closes this Sunday and the next exhibition “Infinite Light: Photographs of Tibet” will open Saturday, March 18.

Deedie’s House Call-to-Artists just posted for a photography exhibition which opens April 23. No opening reception date has been set yet.

### FRIENDS OF THE ARTS REPORT

The Friends of the Arts renewed the contract of the person who recruits donors and sponsors for the opportunity drawing and ad sales in the souvenir program.

### COMMISSION COMMENTS

Commissioners reported on their ongoing and new artistic involvement in the community and expressed appreciation for the New Village Arts Gala, the Juried Biennial in the William D. Cannon Gallery, the opportunity to be involved with the cultural plan and other ongoing art projects in nearby areas.

Commissioner Schmidt encouraged everyone to view the results of the satisfaction survey which had a lower score in relation to arts and culture programming and would like to have a presentation on a future agenda about the results of the survey.

Commissioner White updated the commissioners on the New Village Arts newest show *Awake and Sing*. New Village Arts is a City of Carlsbad Community Arts Grant recipient. The Carlsbad Charitable Foundation will have an event at the Flower Fields on Wednesday, April 26.

Commissioner Jadhav attended the Shine Project. The Shine Project applied for a grant from the city, but didn't receive one because they are a new organization. The event had a very nice turn out for a first event. It included an underserved segment of the community. The participants were able to make art, create music and see art. It would be great to see this continued in the city.

### PUBLIC COMMENTS

None

### ANNOUNCEMENTS

None

### ADJOURNMENT

Chair Alter adjourned the meeting at 11:38 a.m.

Respectfully submitted,

  
Sandra Riggins

Sr. Office Specialist